



## Japanese citizens' preferences regarding voluntary carbon offsets: An experimental social survey of Yokohama and Kitakyushu

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### Abstract:

This study uses an experimental social survey in two large Japanese cities to explore citizens' attitudes toward international voluntary carbon offsetting that encourages low carbon development in developing countries. In particular, the study focuses on whether the offsetting is a contribution to meet national target of greenhouse gas (GHG) emissions reduction under the Kyoto Protocol or reduction beyond the national target, using Kyoto credits generated from climate change mitigation projects in developing countries. The study finds that around 40% of the survey respondents chose real carbon offsetting over a gift certificate as compensation for their participation in the survey, around half of whom chose carbon offsetting contribution to the world. However, most of the current Japanese carbon offsetting providers utilise only the carbon offsetting contribution to the Japanese government. Thus, Japanese citizens have significant untapped potential for undertaking more carbon offsetting to meet targets other than national targets. However, the results also show that there is a general lack of understanding regarding the mechanism of carbon offsetting. Carbon offsetting providers in Japan and other countries that may have national self-imposed targets and allowing the usage of international carbon offsetting should therefore be considered, so as to provide individuals with the options of either contributing to their government to help it meet its national target or contributing to the world to help reduce GHG emissions beyond the national targets.

**Source:** <http://dx.doi.org/10.1016/j.envsci.2012.09.004>

### Resource Description

#### Communication: ☒

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

#### Communication Audience: ☒

audience to whom the resource is directed

Policymaker, Public

#### Exposure : ☒

weather or climate related pathway by which climate change affects health

# Climate Change and Human Health Literature Portal

Unspecified Exposure

## **Geographic Feature:** ☒

resource focuses on specific type of geography

None or Unspecified

## **Geographic Location:** ☒

resource focuses on specific location

Non-United States

**Non-United States:** Asia

**Asian Region/Country:** Other Asian Country

**Other Asian Country:** Japan

## **Health Impact:** ☒

specification of health effect or disease related to climate change exposure

Health Outcome Unspecified

## **Mitigation/Adaptation:** ☒

mitigation or adaptation strategy is a focus of resource

Mitigation

## **Resource Type:** ☒

format or standard characteristic of resource

Research Article

## **Timescale:** ☒

time period studied

Time Scale Unspecified